



## Chapter 9 Outline

### Advertising

Advertising Guidelines

The Six-Step Advertising Process

Do It Yourself or Select an Agency?

Trade-Outs, Barter, and Co-Oping

Advertising Types and Themes

Market Coverage

Media Selection

### Summary

### Case Examples

## Competencies

1. Summarize advertising guidelines, and describe a six-step advertising process that can help you develop a successful advertising campaign. (pp. 107–110)
2. Describe criteria for selecting an ad agency. (pp. 110–112)
3. Review the “trade-out” and “barter” concepts. (p. 112)
4. Summarize advertising types and themes, and describe examples of hospitality industry advertising campaigns. (pp. 112–121)
5. Discuss the concept of market coverage and media selection. (pp. 121–131)